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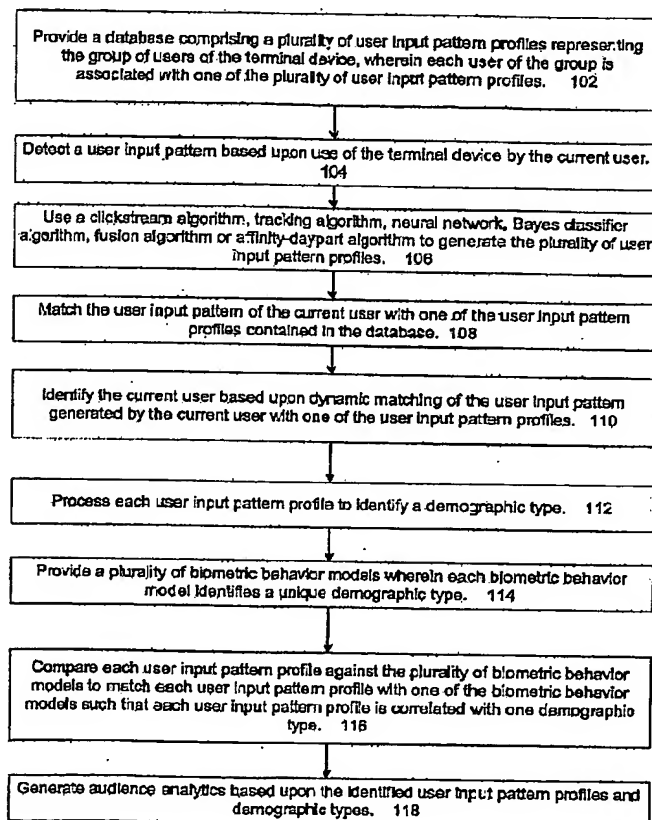(43) International Publication Date
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(54) Title: GENERATING AUDIENCE ANALYTICS

(57) Abstract: The present invention is directed to generating audience analytics that includes providing a database containing a plurality of user input pattern profiles representing the group of users of terminal device, in which each user of the group is associated with one of the plurality of user input pattern profiles. A clickstream algorithm, tracking algorithm, neural network, Bayes classifier algorithm, or affinity-day part algorithm can be used to generate the user input pattern profiles. A user input pattern is detected based upon use of the terminal device by the current user and the user input pattern of the current user is dynamically matched with one of the user input pattern profiles contained in the database. The current user is identified based upon dynamic matching of the user input pattern generated by the current user with one of the user input pattern profiles. The present invention processes each user input pattern profile to identify a demographic type. A plurality of biometric behavior models are employed to identify a unique demographic type. Each user input pattern profile is compared against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type. Audience analytics are then based upon the identified demographic types.

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